






Nikon Digital Camera COOLPIX 5400 Specifications

Type of camera	Digital camera E5400
Effective pixels	5.1 million
CCD	1/1.8-inch-type (total pixels: 5.26 million)
Image size	5M (2,592 x 1,944), 2M (1,600 x 1,200), 1M (1,280 x 960), PC (1,024 x 768), TV (640 x 480), 3:2 (2,592 x 1,728) selectable
Lens	4x Zoom-Nikkor; 5.8-24mm [35mm (135) format equivalent to 28-116mm] f/2.8-4.6 with macro; 9 elements in 8 groups (one ED lens and two aspherical lenses are used); all elements are made of environmentally friendly glass; Nikon Super Integrated Coating (SIC) applied
Digital zoom	Up to 4x
Autofocus	Contrast-detect TTL AF; 5-area Multi AF or Spot AF selectable
Focus modes	1) Continuous AF mode (when using LCD monitor), 2) Single AF (when not using LCD monitor and/or selectable from shooting menu), 3) Manual Focus (from 1cm [0.4 in.] to infinity [∞] with focus confirmation indication)
Focus range	50cm (19.7 in.) to infinity (∞); 1cm (0.4 in.) to infinity (∞) in Macro mode
Optical viewfinder	Real-image zoom viewfinder; Diopter adjustment: -3 ~ +1m ⁻¹
LCD monitor	1.5-inch type, 134,000-dot highly transmissible advanced TFT-LCD (white LED backlight); brightness/hue adjustment; frame coverage: approx. 97% (Through, Freeze), 100% (Play)
Storage	System: Exif 2.2 file (uncompressed TIFF-RGB or compressed JPEG) Design rule for camera file system (DCF), Digital Print Order Format (DPOF), QuickTime Motion JPEG (Movie, Audio) Media: CF Card Type I/II, 512MB/1GB Microdrive™ Card

Number of frames with 16MB CF Card (approx.)

Image size Image quality	5M	2M	1M	PC	TV	3:2
HI	1	-	-	-	-	1
FINE	6	16	24	37	86	7
NORMAL	12	31	47	69	144	14
BASIC	24	59	86	121	229	27

Shooting modes	AUTO, SCENE, P, S, A, M, MOVIE
Scene modes	Portrait, Party/Indoor, Night Portrait, Beach/Snow, Landscape, Sunset, Night Landscape, Museum, Fireworks Show, Close Up, Copy, Back Light, Sports, Panorama Assist, and Dawn/Dusk
User setting	1) White balance, 2) (Exposure) Metering, 3) Continuous (Shooting), 4) Best Shot Selector (BSS/AE-BSS), 5) Image adjustment (Auto/Normal/More Contrast/Less Contrast), 6) Saturation control (-2 ~ +2/Black & White), 7) User setting (two combinations of mode setting can be memorized in #1-#2), 8) Image quality/size, 9) Sensitivity, 10) Image sharpening, 11) Lens, 12) Exposure options (AE Lock, Maximum Bulb/Time duration), 13) Focus options, 14) Zoom options, 15) Speedlight options, 16) Auto bracketing, 17) Noise reduction, 18) Reset, 19) My menu, 20) CF Card Format
Capture modes	1) Single, 2) Continuous H (3 fps; up to 7 frames), 3) Continuous L (1.5 fps; up to 18 frames), 4) Multi-Shot 16 (consecutive 16 frames at 2 fps), 5) Ultra HS (high-speed) (QVGA-size images; 30 fps; number of frames selectable, up to 100 frames), 6) 5 shot buffer (1.5 fps), 7) Movie with audio: TV movie mode (VGA-size images, 640 x 480 pixels) at 15 fps; up to 70 sec., or Small movie mode (QVGA-size images, 320 x 240 pixels) at 15 fps; up to 180 sec. are selectable, 8) Time-lapse movie mode

Exposure metering	4-mode TTL metering: 1) 256-segment Matrix [], 2) Center-Weighted [], 3) Spot [], 4) AF Spot []
Exposure control	1) Programmed Auto with Flexible Program [P], 2) Shutter-Priority Auto [S], 3) Aperture-Priority Auto [A], 4) Manual [M]; Exposure Compensation (±2 EV in 1/3 EV steps); Auto Exposure Bracketing (3 or 5 frames within ±2 EV); AE-BSS (three modes: Highlight, Shadow, Histogram) EV -1.0 ~ +18 (W), EV +0.5 ~ +18 (T)
Exposure range	Mechanical and charge-coupled electronic shutter; 1/4,000 (with minimum aperture) to 1 sec. in AUTO [] mode and Programmed Auto [P]; 1/4,000 to 8 sec. in Shutter-Priority Auto [S] and Aperture-Priority Auto [A], 1/4,000 to 8 sec. and Bulb/Time (up to 10 minutes) in Manual [M], 1/8,000 to 1/30 sec. in Ultra HS (high-speed) mode
Shutter	6-blade iris diaphragm; 10 steps in 1/3 EV increments ISO 50 equivalent; 100, 200, 400, and Auto (can be controlled in any exposure mode)
Aperture	1) Matrix Auto White Balance with TTL control, 2) 6-mode Manual with fine tuning (Daylight/Incandescent/Fluorescent/Cloudy/Speedlight/Shade), 3) Preset, 4) White Balance Bracketing 10 sec. or 3 sec. duration
White balance	Shooting range: approx. 0.5-4.5m (1.6-14.8 ft.) (W), approx. 0.5-2.8m (1.6-9.2 ft.) (T) Flash modes: 1) Auto Flash, 2) Flash Cancel 3) Red Eye Reduction 4) Anytime Flash, 5) Night Portrait (Slow Sync. Flash), 6) Rear-Curtain Sync; Repeating Flash
Self-timer	Standard ISO 518; lock pin provided prevents Nikon Speedlight from slipping off
Built-in Speedlight	Hotshoe connects to external Nikon Speedlight SB-80DX/50DX/30/27*/23*/22s; built-in Speedlight can be canceled when using external Speedlight(s)
Accessory shoe	1) 1 frame, 2) Thumbnail (4/9 segments), 3) Slide show, 4) Movie with audio, 5) Enlarged playback (up to 6x); Shooting information; Histogram indication and highlight point display; Hide and protect attributes can be set to each image; Focus confirmation indication
External Speedlight	USB interface
Playback menu options	Power input; Audio/Video output (NTSC or PAL selectable); Digital terminal (USB/Remote Cord)
Interface	One Rechargeable Li-ion Battery EN-EL1 (included), One 6V 2CR5/DL245 lithium battery (optional), AC Adapter (optional)
I/O terminal	Approx. 110 min. when using LCD monitor and EN-EL1 battery at normal temperature (20°C [68°F])
Power requirements	108 x 73 x 69mm (4.3 x 2.9 x 2.7 in.)
Battery life	Approx. 320g (11.3 oz.) (without battery and storage media)
Dimensions (W x H x D)	Lens Cap, Camera Strap, AV Cable, 16MB CompactFlash™ Card, USB Cable UC-E1, Rechargeable Li-ion Battery EN-EL1, Battery Charger MH-53, Nikon View CD-ROM
Weight	Fisheye Converter FC-E9, Wideangle Converter WC-E80, Telephoto Converter TC-E15ED, Slide Copy Adapter ES-E28***, Step-Down Ring
Accessories included**	Lens Adapter UR-E9, UR-E10 and UR-E11, Lens Hood HN-CP10, AC Adapter/Battery Charger EH-21, AC Adapter EH-53, Car Battery Charger (12V DC in) MH-53C, Remote Cord MC-EU1, Soft Case CS-CP16
Optional accessories	

* Set "Speedlight contrl" to "Auto" or "Internal off" when using an SB-27 or SB-23
 ** Standard accessories may differ by country or area
 *** Recommended for use with 1.1x digital zoom or higher

Nikon View System Requirements

Macintosh	OS	Windows	OS
	Mac® OS 9.0 - 9.2 (only built-in USB ports supported), Mac® OS X (10.1.3 or later)		Windows® 98SE, Windows® Me, Windows® 2000 Professional, Windows® XP Home Edition, Windows® XP Professional pre-installed model
Models	iMac™, iMac™ DV, Power Macintosh® G3 (Blue & White), Power Mac™ G4 or later; iBook™, PowerBook® G3 or later (only built-in USB ports supported)	Models	Only models with built-in USB ports supported
RAM	64MB or more recommended	CPU	Pentium® 300MHz or faster
Hard disk	60MB required for installation, with additional amount equivalent to twice the capacity of the camera memory card plus 10MB required when Nikon View is running	RAM	64MB or more recommended
Display	800 x 600 with 16-bit colors (full color recommended)	Hard disk	60MB required for installation, with additional amount equivalent to twice the capacity of the camera memory card plus 10MB required when Nikon View is running
Others	CD-ROM drive required for installation	Display	800 x 600 with 16-bit colors (full color recommended)
		Others	CD-ROM drive required for installation

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Specifications and equipment are subject to change without any notice or obligation on the part of the manufacturer. May 2003.

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WARNING TO ENSURE CORRECT USAGE, READ MANUALS CAREFULLY BEFORE USING YOUR EQUIPMENT. SOME DOCUMENTATION IS SUPPLIED ON CD-ROM ONLY.



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Only available in Europe.



Exif Print
 "Exif Print" is the industrial term for Exif 2.2, which is a newly established standard for Digital Still Camera Image File Format.

ISO 9001 Certified
 Nikon Corporation Imaging Company



Integrated Photographic Excellence

28-116mm
 4x Zoom-Nikkor ED
 Lens (35mm [135] equiv.)

5.1
 Effective Megapixels

15
 Scene Modes

Up to **7** consecutive
 shots at **3** frames per
 second

Versatile shooting
 functions

www.nikon-coolpix.com

Nikon

COOLPIX 5400

DIGITAL CAMERA

En



Our technological innovation is your new photographic sensation.

As digital technology continues to leap forward, some stand by and watch while others take the lead and shape the future. As one of the few companies capable of mastering and guiding these new developments, Nikon has challenged the present and realized the future in the form of the new COOLPIX 5400.

The COOLPIX 5400's 5.1 effective megapixels deliver outstanding image quality. But the true beauty of this digital compact is found in the carefully selected suite of advanced photographic functions, features and capabilities that are the trademark of Nikon digital imaging products. The COOLPIX 5400 has been designed to help you to capture all of the images you see around you and those you've yet to imagine — faithfully, in luminous color and striking clarity and detail. The newest COOLPIX has been conceived to serve the fundamental aspiration of digital photography — to capture your unique vision of the world and deliver it faithfully into the vast creative arena of digital imaging.

Grab a COOLPIX 5400 and prepare your senses for the journey of a lifetime.

■ 5.1 effective megapixels

■ High-quality **4x wideangle Zoom-Nikkor ED lens** with focal range of **28-116mm** (35mm [135] format equiv.) and **4x digital zoom**

■ **Nikon's updated, advanced image-processing algorithm** on the system LSI for clear, crisp, color-accurate images

■ Continuous shooting of up to **7 full-size (2,592 x 1,944-pixel) pictures at 3 frames per second (fps)**

■ Simplified ergonomics with new **Mode dial**, **Command dial** and center-click **Multi selector** offering intuitive, professional-grade operability

■ **Quick response:** instant startup, reduced shutter release time lag and fast image processing

■ **15 versatile preset Scene Modes**

■ Programmed Auto [P], Shutter-Priority Auto [S], Aperture-Priority Auto [A] and Manual [M] exposure control modes

■ Stunning **Macro shooting** capability as close as **1cm (0.4 in.)** supported by convenient **Best Shot Selector (BSS)** function

■ **AE-BSS** (Auto Exposure-BSS) for automatic selection of the best relative exposure — choose from **Highlight mode**, **Shadow mode** and **Histogram mode**

■ Nikon's exclusive **256-segment Matrix Metering**, complemented by **Center-Weighted**, **Spot** and **Spot AF** metering

■ Fast, accurate **Five-Area Multi Autofocus** operable via **Multi selector** for easier photo composition

■ Fast shutter speed of **1/4000 sec.** (available in all exposure modes) and max. **10 min.** Long-time exposure modes (**Bulb** and **Time**)

■ **Noise Reduction** mode for long-time exposures

■ **Saturation control** (5 steps and B&W) for in-camera color control

■ New **5 shot buffer** mode retains the last 5 shots to ensure that an unexpected or fleeting moment won't be missed

■ **Movie with audio** — select TV movie mode (VGA, 640 x 480 pixels) or Small movie mode (QVGA, 320 x 240 pixels)

■ New **Time-lapse movie** mode enables creation of Motion JPEG sequences to capture slow-moving or long-duration events

■ **Rear-Curtain Sync** for creative flash photography and **Repeating Flash** function for stroboscopic image capture

■ **Accessory shoe** to accommodate attachment of external **Nikon SB-series Speedlights**

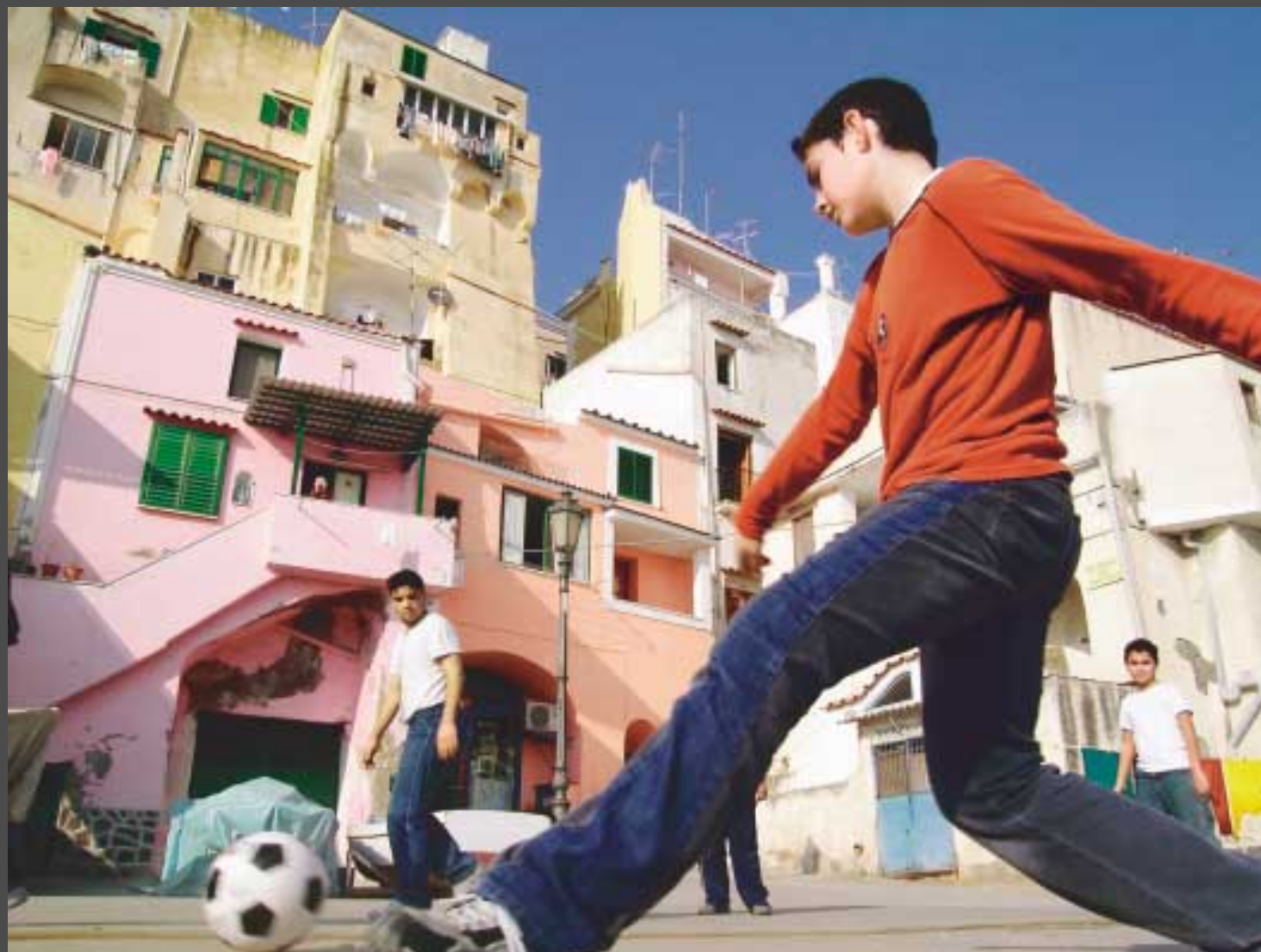
■ **Vari-angle highly transmissible advanced TFT-LCD monitor** for greater visibility even in daylight

■ Tough, lightweight **magnesium (Mg) alloy body** featuring highly ergonomic design

■ Extended **battery life of approx. 110 min.** with Rechargeable Li-ion Battery EN-EL1

■ Superior **system versatility**, featuring compatibility with a wide range of COOLPIX **converter lenses** (Fisheye/Wideangle/Telephoto) and other accessories

■ **Nikon View** Software makes image viewing and management easier than ever



▲ In a brightly lit setting, the COOLPIX 5400 was able to capture this singular moment in surprising detail and beauty, thanks to its pro-quality 28-116mm wideangle zoom lens (35mm [135] equiv.), quick response and advanced image processing technology.

Camera settings

- Focal length: 5.8mm (28mm in 35mm [135] equiv.)
- Exposure metering: Matrix
- Exposure mode: Aperture-Priority Auto
- Shutter speed: 1/250 sec.
- Aperture: f/7.9



with Speedlight SB-80DX

◀ Attaching Nikon's SB-80DX to the COOLPIX 5400 and bouncing the light from the flash off of a wall (right) instead of illuminating the subject directly made it possible to preserve the soft, natural feeling of the scene.

Camera settings

- Focal length: 5.8mm (28mm in 35mm [135] equiv.)
- Exposure metering: Matrix
- Exposure mode: Aperture-Priority Auto
- Shutter speed: 1/125 sec.
- Aperture: f/6.3

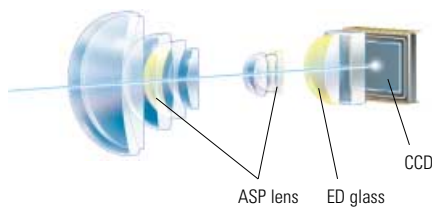
Magnificent Image Quality is in your hands



116mm (35mm [135] equiv.)

Camera settings
 • Focal length: 24mm (116mm in 35mm [135] equiv.) • Exposure metering: Matrix • Exposure mode: Aperture-Priority Auto
 • Shutter speed: 1/15 sec. • Aperture: f/4.6

High-performance wideangle 4x Zoom-Nikkor lens



As you would expect from a Nikon, the camera features a professional-quality 4x Zoom-Nikkor lens offering a **28-116mm** (35mm [135] equivalent) zoom range, allowing you to capture breathtaking landscapes or in close quarters at wideangle, as well as stunningly detailed portraits and closeups at the telephoto setting. The Nikkor lens incorporates an **ED (Extra-low Dispersion) glass** element to minimize chromatic aberration, and two **ASP (aspherical) lens** elements that maximize optical performance throughout the entire zoom range, resulting in crisp, clear images.

High-resolution CCDs for detailed images

The COOLPIX 5400 uses the resolving power of **5.1 effective megapixels** to offer ultrahigh resolution of 2,592 x 1,944 pixels, making possible exceptionally detailed prints as large as A3 (297 x 420mm) size.

Nikon's advanced image processing technology

Image quality is Nikon's heritage and your advantage. The renowned ability of Nikon COOLPIX digital cameras to capture an extremely broad range of tones incorporating nature's softest hues and most vibrant colors is delivered to an even higher standard in the COOLPIX 5400. The camera provides highly accurate reproduction of the most precise gradations and details all thanks to our highly



28mm (35mm [135] equiv.)

advanced image processing technology. Features such as Nikon's exclusive **256-segment Matrix Metering**, capable of delivering optimal exposures in the most challenging lighting environments, and **Matrix Auto White Balance**, which neutralizes unwanted color created by various ambient light sources, allow the COOLPIX 5400 to preserve image color and tone in its original beauty and brilliance.

Fast, accurate autofocus

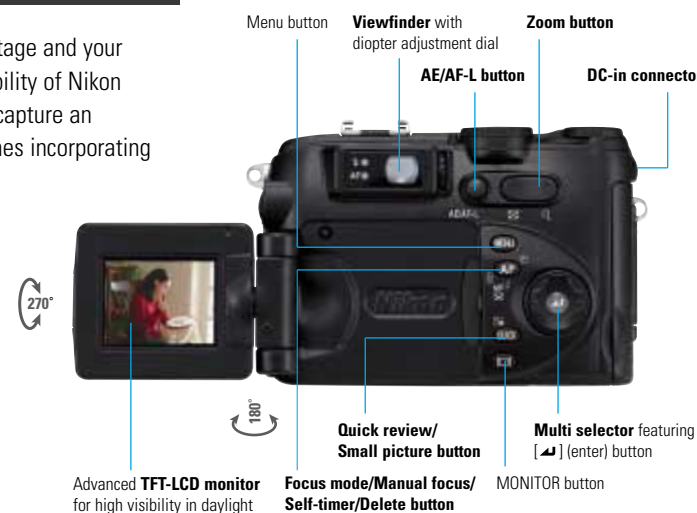


Macro Mode
 Every detail, every nuance is captured in striking clarity.

The camera employs Nikon's **Five-Area Multi Autofocus**, which allows easy selection of any of the five focus areas using the Multi selector. For professional-grade convenience, Manual focus mode is also available. The focus confirmation indication allows you to check the focus in the LCD monitor. Nikon users expect the best in focus capability, and that's exactly what the COOLPIX 5400 offers. Enjoy incredibly precise focusing, from infinity down to an amazing **1cm (0.4 in.)** from the subject in **Macro mode**.

Ergonomic innovations enhance ease of use

Our professional customers demand ease of use under all conditions. Nikon's newest COOLPIX sports the new Mode dial, which allows direct selection of exposure modes, movie mode, white balance, ISO sensitivity, image size, playback mode and other camera settings. The Mode dial is the ideal complement to the Command dial and the Multi selector, greatly simplifying camera setting and allowing you to concentrate on shooting.



Shooting modes

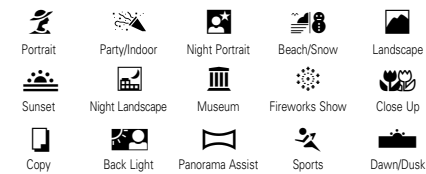
P, S, A, M Exposure modes

The COOLPIX 5400 incorporates four exposure modes: Programmed Auto **[P]**, Shutter-Priority Auto **[S]**, Aperture-Priority Auto **[A]** and Manual **[M]** combine to give you the greatest degree of creative control possible.

AUTO & 15 Scene Modes

Select AUTO () mode to have all camera settings performed automatically, enabling point-and-shoot operation. For optimum results in a variety of shooting situations, the 15 Scene Modes available with the COOLPIX 5400 automatically adjust the exposure, focus, flash, contrast, sensitivity, white balance and other characteristics to the appropriate values for the scene you wish to capture.

15 Scene Modes



Movie with audio

The COOLPIX 5400 lets you record movie clips with audio. There are two modes to choose from — TV movie mode (VGA, 640 x 480 pixels*, max. 70 sec.) and Small movie mode (QVGA, 320 x 240 pixels, max. 180 sec.).

**Vertical interpolation is employed.*

Time-lapse movie mode

The camera captures images of up to 2,592 x 1,944 pixels at fixed intervals of 30 sec., or 1, 5, 10, 30, or 60 min., then converts them to a Motion JPEG stream before storing them. Movies are played back at a rate of 30 fps. (An 8 sec. Motion JPEG, for example, can be made by setting the shutter release interval to 30 sec. and capturing images over a 2-hour period.)



Time-lapse movie mode



Panorama assist mode

Take multiple images and turn them into a single dramatic panorama using the supplied **Panorama Maker™** software. The above sample was created using four images.

White Balance Control

The COOLPIX 5400, in addition to automatic measurement and neutralization of unwanted color from ambient lighting, offers six preset choices for more creative control of white balance: **Daylight, Incandescent, Fluorescent, Cloudy, Speedlight** and **Shade**. **White Balance Bracketing** automatically captures images at three different white balance settings with a single release of the shutter, which is helpful when shooting a scene that is lit by a mixture of light sources, and affords you increased control when editing.

Best Shot Selector (BSS/AE-BSS)

Nikon's exclusive **Best Shot Selector (BSS)** automatically selects the "sharpest" from a series of consecutive shots — most valuable during macro or telephoto shooting.

Taking this popular function even further, our latest innovation, **AE-BSS**, automatically selects the image with the best relative exposure from a series of five consecutive shots by analyzing the tonal range and gradation of each image.

There are three modes available: **Highlight mode** (accentuates details in bright portions of scene); **Shadow mode** (brings out details in dark portions of scene); and **Histogram mode** (most suitable for post-capture manipulation).



Highlight mode



Shadow mode

Comprehensive Creative Control is at your fingertips



Camera settings
 • Focal length: 8.7mm (42mm in 35mm [135] equiv.) • Exposure metering: Matrix • Exposure mode: Aperture-Priority Auto
 • Shutter speed: 1/125 sec. • Aperture: f/7.2

Multiple flash
 Enjoy enhanced creative potential using this wireless multiple flash employing two slave flash units controllable with the attached SB-30's infrared remote commander function

5 shot buffer mode

If you know that something is going to happen but are unsure as to when, then set the camera to 5 shot buffer mode and hold down the shutter release button. When the moment you want to capture has just occurred, take your finger off the shutter release button and the last five pictures will be saved to the memory card.



5 shot buffer mode

High-speed continuous shooting

For enhanced consecutive shooting capability, the COOLPIX 5400 incorporates a **high-capacity buffer memory of 64MB**, capable of capturing as many as **7 full-size images at up to 3 fps** in Continuous H (High) mode.

Mode	Consecutive shots/speed
Continuous H (High)	Max. 7 images at 3 fps
Continuous L (Low)	Max. 18 images at 1.5 fps

Note: Continuous H & L are available at any image size and quality (except HI)



Speedlight system

The camera's intelligent built-in Speedlight, which fires automatically when ambient light is insufficient, features six flash modes — including one which is new to the COOLPIX lineup. **Rear-Curtain Sync** opens the shutter and fires the flash just before it closes, turning available light into a radiant stream that follows the flash-illuminated subject. **Repeating Flash**, also making its first appearance in the COOLPIX lineup, delivers a strobe effect, firing the flash continuously at preselected intervals. Attachment of an **external Nikon Speedlight** to the camera's accessory shoe opens up possibilities for even more powerful, high-quality and multiple-flash photography.



with Speedlight SB-80DX

System versatility

The COOLPIX 5400 is compatible with a great many quality accessories, including the **Wideangle Converter**, the **Telephoto Converter**, and the newly developed **Fisheye Converter**. There's also the Remote Cord, which enables remote control of shutter release and zoom, and a variety of **Nikon SB-series Speedlights** for expanded flash capability. A **Lens Hood**, to which a lens filter (77mm dia.) can be attached, is also available.

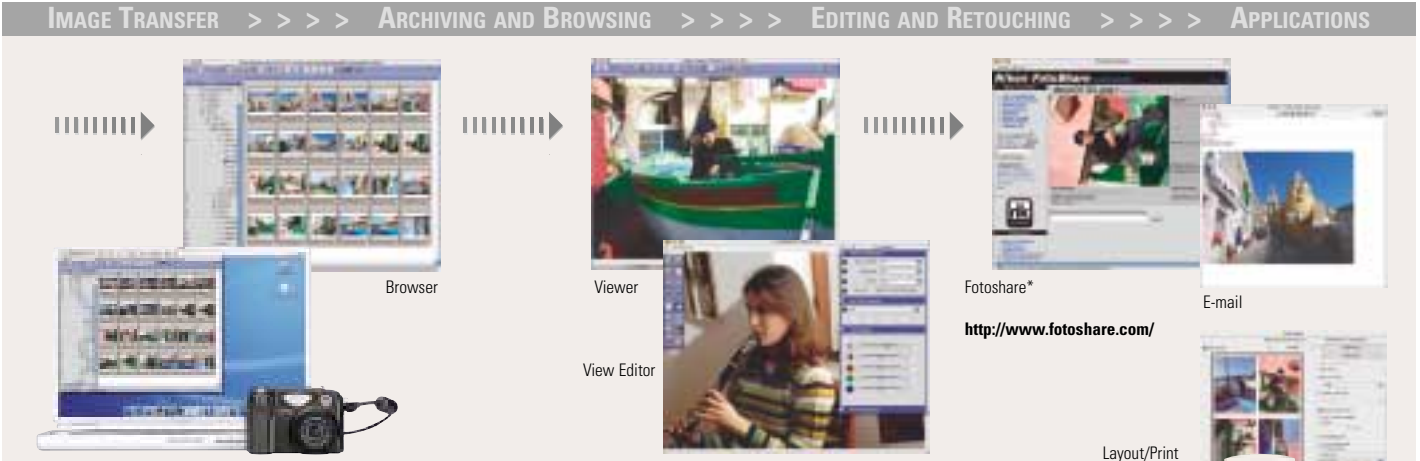
More valuable, innovative features

- A brief **Voice Memo** can be annotated for simple image management
- **Custom menu** function allows you to create your own menu
- **Move image** lets you move recorded files between folders, simplifying in-camera file management
- Tough, lightweight **magnesium (Mg) alloy body** featuring highly ergonomic design



Magnesium alloy body

Nikon View Software



Nikon View Software
 Nikon View is a comprehensive digital imaging software package designed for efficient and enjoyable workflow by professionals, yet easy to use for hobbyists and adaptable enough for commercial and industrial applications.

Image transfer
 Simply install the software in your computer, and it automatically launches any time you connect your COOLPIX 5400 to your computer using the supplied USB cable, or insert a CF memory card in a card reader (not supplied).

Archiving and browsing
 Creating and maintaining a digital archive is made easier with Nikon View's searching and

tagging functions. Browsing through your images is also easy, as you can display them in thumbnail form and choose one to view. Nikon Viewer allows you to see an enlarged version of one image at a time, and also displays detailed camera information.

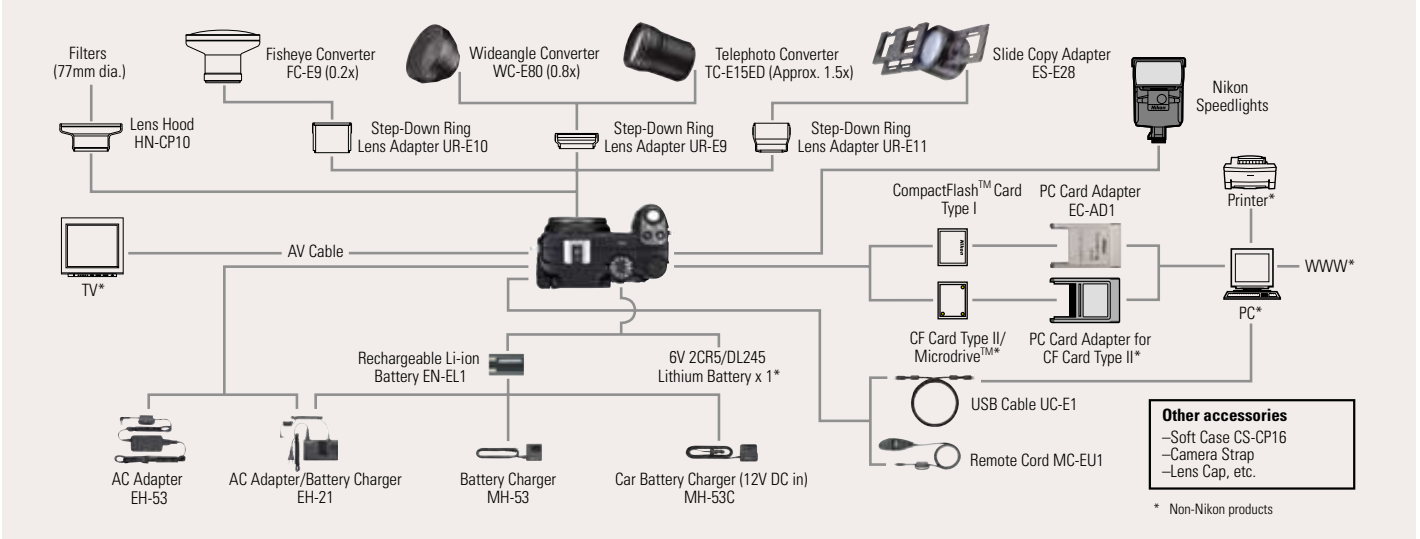
Editing and retouching
 Nikon View turns your work area into a digital darkroom. You can make color and contrast adjustments necessary for images captured under less-than-ideal conditions, and change the image size to cut out an unwanted background. Nikon View is packed with easily accessible creative controls like Red-Eye correction that automatically eliminates unwanted red-eye effect in a subject. Organized images can be dragged and

dropped from Nikon View to other applications or automatically sent to popular image retouching programs like Adobe Photoshop.

Applications
 Images can easily and quickly be e-mailed to family and friends. You can also print out images on your own color printer, and enjoy the benefits of multiple layout options, sizes and the super-high resolution of the COOLPIX 5400. Another way to share images with friends and family is to upload them to Nikon Fotoshare*, our premier online photo community.

* Nikon Fotoshare may not be available in some regions.

System Chart



* Non-Nikon products